

**MEDIA ADVISORY**

**PUBLIC MEETING WILL EXAMINE THE CHALLENGE OF DEVELOPING STEM CELL-RELATED THERAPIES AND DIAGNOSTICS FROM THE COMMERCIAL SECTOR PERSPECTIVE**

**SAN FRANCISCO, CA** – On Tuesday, July 25, the California Institute for Regenerative Medicine (CIRM) will hold a roundtable discussion with representatives from the commercial sector to address specific challenges and potential solutions in developing stem cell-related therapies and diagnostics. This meeting, entitled "Industry and Stem Cells in California: Fostering R & D", will be held at the Robertson Auditorium in the Mission Bay Conference Center at UCSF and will consist of brief presentations followed by a roundtable discussion moderated by Dr. Edward Penhoet, Vice-Chair of the Independent Citizens Oversight Committee (ICOC).

- WHO:**
- **E. Edward Baetge**, Ph.D., Chief Scientific Officer - Novocell, Inc.
  - **Sumit K. Chanda**, Ph.D., Group Leader - Genomics Institute of the Novartis Research Foundation
  - **Bruce Cohen**, President and Chief Executive Office - Cellerant Therapeutics
  - **Ann F. Hanham**, Ph.D., Managing Director - Burrill and Company
  - **Martin McGlynn**, President and Chief Executive Officer - Stem Cells, Inc.
  - **Thomas B. Okarma**, M.D., Ph.D., President and Chief Executive Officer - Geron Corporation
  - **Alan K. Smith**, Ph.D., President and Chief Operating Officer - Cognate BioServices
  - **Michael D. West**, Ph.D., Chairman of the Board, President and Chief Executive Officer - Advanced Cell Technology, Inc.

**WHAT:** The third in a series of public meetings designed for the public and the ICOC to discuss specific topics that are critical to the scientific strategic plan for CIRM.

**WHEN:** ***Tuesday, July 25***  
***1:00pm - 6:00 PM (Estimated)***

**WHERE:** ***Mission Bay Conference Center at UCSF***  
*Robertson Auditorium*  
*1675 Owens Street*  
*San Francisco, CA 94107*

*415.476.1991*

For map and directions, go to  
<http://www.aramarkharrisonlodging.com/properties/ucsf/index.html>

**WHY:** On April 24, 2006, the California Institute for Regenerative Medicine (CIRM) formally

launched its scientific strategic planning process. The goal is to create a set of priorities and a working plan that will guide the scientific programs of CIRM over the coming years. The plan's development will involve input from multiple stakeholders—including interviews and a series of public meetings.

The Strategic Planning Advisory Committee, composed of members of the ICOC, other leading scientists, patient advocates, and representatives from the private sector, will meet regularly throughout the six month planning process. The ICOC will devote part of their June and August meetings to discussion on the strategic plan, with a draft anticipated for the October ICOC meeting.

In addition, CIRM will host a series of scientific meetings for the ICOC and the public at which invited speakers will discuss scientific strategies and approaches to funding stem cell science and the development of related therapies that CIRM might consider. Finally, CIRM will conduct a public hearing entirely devoted to obtaining public input.